

## Unit 10 - Week 8

### Course outline

How does an NPTEL online course work?

week 0 Assignment 0

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

Week 7

Week 8

- Lecture 36 : Distribution Channel Management: Distribution Channels: Part I
- Lecture 37 : Distribution Channel Management: Distribution Channels: Part II
- Lecture 38 : Channel Systems, Channel Management, Logistics and Marketing Channels: Part I
- Lecture 39 : Channel Systems, Channel Management, Logistics and Marketing Channels: Part II
- Lecture 40 : International Sales and Channel Management

Lecture Materials

Quiz : Assignment 8

Feedback Form

Details Solution

Text Transcripts

## Assignment 8

The due date for submitting this assignment has passed.  
As per our records you have not submitted this assignment.

**Due on 2020-04-22, 23:59 IST.**

- 1) Distribution management deals with all activities associated with creating \_\_\_\_\_ for customers. 1 point
- Place
  - Acquisition utility
  - Either of the above
  - Both of the above
- a  
 b  
 c  
 d
- No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
d
- 2) \_\_\_\_\_ discrepancy relates to the physical distance between a product's place of manufacture and the place of consumption. 1 point
- Temporal
  - Product
  - Spatial
  - None of the above
- a  
 b  
 c  
 d
- No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
c
- 3) State whether the following is True or False. Payments and returns are examples of reverse flows. 1 point
- True
  - False
- a  
 b
- No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
b
- 4) In majority of cases, service providers adopt a \_\_\_\_\_ channel. 1 point
- Zero level
  - One level
  - Either of the above
  - None of the above
- a  
 b  
 c  
 d
- No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
c
- 5) In the case of \_\_\_\_\_ distribution, greater control over intermediaries with respect to credit terms, price, promotion etc. can be exercised. 1 point
- Intensive
  - Selective
  - Exclusive
  - None of the above
- a  
 b  
 c  
 d
- No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
c
- 6) State whether the following is True or False. A dealer represents a company in a territory, and he does not visit the customer's premises to sell products. 1 point
- True
  - False
- a  
 b
- No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
b
- 7) State whether the following is True or False. In a HMS, the producer, wholesalers and retailers operate collectively as a unified system. 1 point
- True
  - False
- a  
 b
- No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
b
- 8) Which of the following is NOT a stage of the channel design process? 1 point
- Segmentation
  - Positioning
  - Development
  - Exploration
- a  
 b  
 c  
 d
- No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
d
- 9) State whether the following is True or False. Only quantitative measures must be used to assess and evaluate channel members before they are finally chosen. 1 point
- True
  - False
- a  
 b
- No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
b
- 10) \_\_\_\_\_ channel conflicts are those that occur between two channels, vying for the same customers. 1 point
- Horizontal
  - Vertical
  - Lateral
  - Hybrid
- a  
 b  
 c  
 d
- No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
d
- 11) Based on 'assertiveness' and 'co-operativeness', there are 5 different conflict management styles. Which of the following is NOT one of them? 1 point
- Concession
  - Compromise
  - Collaboration
  - Competition
- a  
 b  
 c  
 d
- No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
a
- 12) State whether the following is True or False. The logistics strategy of a company is drawn from the sales strategy. 1 point
- True
  - False
- a  
 b
- No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
b
- 13) Securing the order, bill and invoice preparation, and packaging and dispatch, form a part of \_\_\_\_\_. 1 point
- Inventory management
  - Transportation
  - Order Processing
  - None of the above
- a  
 b  
 c  
 d
- No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
c
- 14) State whether the following is True or False. Direct exporting helps marketers enter foreign markets with a low-cost-minimum risk strategy. 1 point
- True
  - False
- a  
 b
- No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
a
- 15) The bill of lading is a document which is issued by the \_\_\_\_\_ company. 1 point
- Shipping
  - Partnering
  - Leasing
  - None of the above
- a  
 b  
 c  
 d
- No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
a